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User Guide

TRADEMAP USAID

Trade statistics for international business development

Market Analysis Section
Division of Product and Market Development

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Abbreviations

CIF	Cost, insurance and freight
FOB	Free on board
HS	Harmonized System
ITC	International Trade Centre UNCTAD/WTO
LDCs	Least developed countries
m.	million
MFN	Most Favored Nation
p.a.	per annum
SACU	Southern African Customs Union
SITC	Standard International Trade Classification
TSI	Trade Support Institution
UNCTAD	United Nations Conference on Trade and Development
UNSD	United Nations Statistics Division
WTO	World Trade Organization

Note:

Please note that the statistics in TradeMap undergo annual updates, as well as updates throughout the year as new information becomes available. These updates may generate varying figures or trends from what is seen in this User Guide, however the principles and applications of TradeMap remain the same. Please contact trademap-usaid@intracen.org for more information or assistance.

I. Introduction

Understanding the structure and evolution of international markets is essential for both firms and trade support institutions (TSIs). As outwardly oriented firms scan the world market for opportunities to diversify products and markets, as well as suppliers, they are confronted with the following questions:

- **What is the structure of the world market for a product? What are the trends?**
- **With which countries does my country currently trade?**
- **Where are opportunities for market diversification?**
- **What tariff and non-tariff barriers to access exist in a specific market?**
- **Which countries are competing in a specific market and globally?**

TSIs need to set priorities in terms of trade promotion, sectoral performance, partner countries and trade development strategies to utilize resources effectively. Strategic market research with detailed statistical information on international trade flows helps them gauge the competitiveness of national and sectoral trade performance and identify priority products and markets for trade development by addressing the following types of questions:

- **What are priority markets and products for trade promotion?**
- **What countries supply the majority of my country's imports? What alternative sources of supply are available?**
- **In what areas does my country have a competitive advantage?**
- **What is my country's current trade performance?**
- **For what products is there potential to increase bilateral trade?**
- **What are the trade flows between my country and a specific regional or economic group?**

TradeMap was developed by the International Trade Centre UNCTAD/WTO (ITC) to answer these and related questions with the explicit objectives of facilitating strategic market research, monitoring both national and product-specific trade performance, revealing comparative and competitive advantage, identifying the potential for market or product diversification and designing and prioritizing trade development programs for both firms and trade support institutions.

By transforming the large volume of primary trade data into an accessible, user-friendly, and interactive Web-based format, TradeMap provides users with indicators on country or product performance, demand, alternative markets and the role of competitors. It presents information in both tables and charts, and allows queries based on product, country, and/or partner country for exports or imports.

The information contained in TradeMap is based on the world's largest database of trade statistics, COMTRADE, maintained by the United Nations Statistics Division (UNSD). COMTRADE covers more than 90% of world trade, allowing TradeMap to include over 200 countries and territories and 5,300 products defined at the 2-, 4- or 6-digit level of the Harmonized System (HS).

Data is available not only for countries that report their own trade data, but also for the over one hundred primarily low-income countries that do not report national trade statistics to COMTRADE. The trade of these countries has been reconstructed on the basis of partner country data or mirror statistics. Although using mirror statistics has its shortcomings (see Annex I), it does generate a wealth of information, which would otherwise be unavailable. This mix of direct and mirror statistics gives the best estimation of the worldwide market for all products.

In addition, TradeMap contains information on tariff and non-tariff barriers for more than 100 countries (the number is growing, check TradeMap to find out) and provides detailed information on bilateral market access conditions across products and countries, including ad valorem and specific tariffs, tariff quotas and anti-dumping measures.

TradeMap is now available to interested uses in a number of countries via local Trade Support Institutions or Export Development Agencies. A full list of countries partners can be found at www.trademap.org. For users in countries not yet served by a partner, TradeMap is available on a subscription basis and a customized version is available for trade support institutions in English, French or Spanish. For customized sites, a special password-protected Internet site for subscribers allows multiple connections by larger user groups. Individual partners can access the application directly on a subscription basis. For further information please email ITC at: trademap-usaid@intracen.org.

TradeMap USAID home page www.trademap-usaid.org

II. Product Approach

The two main approaches to using TradeMap are by product and by country. The product perspective allows users to analyze the market for a specific product including the structure of the market, and trends in supply and demand, the opportunities for diversifying into alternative markets or away from traditional sources of supply, and the potential for product diversification within current product-specific trade promotion strategies. This section describes the product approach by applying it in answering a series of specific questions on products from the perspective of Trade Support Institutions (TSIs) and Exporters.

What is the structure of the world market for a product?

What are the trends?

A. Assess the world market – Hazelnuts from Georgia

A TSI in Azerbaijan assisting exporters of Hazelnuts may begin by viewing the world import market for this product. By choosing *Hazelnuts or filberts, fresh or dried, shelled or peeled 080222* (above) as the product under review and selecting 'Import', a list of the world's importers of this product is generated (Table 1).

Table 1: List of importers for the selected product in 2002

Product : 080222 Hazelnuts or filberts, fresh or dried, shelled or peeled

Importers	Value imported in 2002, in US$ thousand	Quantity imported in 2002	Quantity unit	Unit value (US$/unit)	Annual growth in value between 1998-2002, %	Annual growth in quantity between 1998-2002, %	Annual growth in value between 2001-2002, %	Share in world imports, %	Information on tariff and non-tariff barriers
World estimation	544,634	222,119	Tons	2,452	-8	6	-11	100	
Germany	172,794	72,547	Tons	2,382	-10	3	-12	31	TNTB
Italy	97,672	42,058	Tons	2,322	1	19	27	17	TNTB
France	50,360	20,120	Tons	2,503	-10	3	-9	9	TNTB
Switzerland	33,249	11,399	Tons	2,917	-11	-1	-26	6	TNTB
Belgium-Luxembourg	28,450	11,873	Tons	2,396	-5	9	-46	5	TNTB
United States of America	17,973	6,309	Tons	2,849	-5	6	-3	3	TNTB
Poland	13,209	5,476	Tons	2,412	-1	14	8	2	TNTB
Spain	12,878	5,747	Tons	2,241	-5	9	-19	2	TNTB
Austria	9,219	3,603	Tons	2,559	-16	-9	-18	1	TNTB
Netherlands	8,945	3,486	Tons	2,566	-3	9	-14	1	TNTB
Greece	7,969	3,530	Tons	2,258	-1	14	-30	1	TNTB
United Kingdom	6,596	2,444	Tons	2,699	-17	-7	-13	1	TNTB
Australia	5,801	2,235	Tons	2,596	-6	6	-11	1	TNTB

Source: ITC calculations based on COMTRADE statistics

Next List of exporting countries List of importing regions Selection menu Help

One of the unique features of TradeMap is the inclusion of the *World estimation,* the first line of Table 1, which represents the sum of reporting and non-reporting countries for *080222 Hazelnuts or filberts, fresh or dried, shelled or peeled (*abbreviated as *Hazelnuts* below*)* and gives an overall impression of the world import market.

Table 1 shows the world import market for *Hazelnuts* has a value of US$ 545 million in 2002 with a decrease in value of 8% p.a. over the 1998 to 2002 period and a decrease in value of 11% over the 2001-2002 period. We can see also that the market is predominantly concentrated in Europe, with European markets representing over 75% of world import demand. The only significant non-European markets are the United States of America and Australia, which together represent less than 5%. The difference between the average growth rate in the value of imports (-8%) and the average growth rate in the quantity of imports (6%) clearly shows a decline in the world price of *Hazelnuts*.

To assess those countries that compete with Georgia in the export of *Hazelnuts*, the TSI would click on *List of exporting countries* at the bottom of Table 1, and a list of exporters for *Hazelnuts* is generated (see Table 2).

Table 2: List of exporters for the selected product in 2002

Product : 080222 Hazelnuts or filberts, fresh or dried, shelled or peeled

Exporters	Value exported in 2002, in US$ thousand	Quantity exported in 2002	Quantity unit	Unit value (US$/unit)	Annual growth in value between 1998-2002, %	Annual growth in quantity between 1998-2002, %	Annual growth in value between 2001-2002, %	Share in world exports, %	Report in Comtrade in 2002
World estimation	500,013	212,820	Tons	2,349	-7	7	-16	100	
Turkey	369,051	161,181	Tons	2,290	-8	7	-24	73	Y
Italy	64,110	22,925	Tons	2,797	-8	2	59	12	Y
Azerbaijan	13,816	7,131	Tons	1,937	-2	3	44	2	Y
Spain	10,433	4,063	Tons	2,568	-13	-1	4	2	Y
Germany	8,769	3,030	Tons	2,894	-7	2	4	1	
France	7,244	2,723	Tons	2,660	23	41	80	1	Y
Netherlands	5,787	2,013	Tons	2,875	8	22	-24	1	Y
Georgia	4,085	2,541	Tons	1,608	9	35	-35	0	
United States of America	1,774	526	Tons	3,373	-26	-28	-52	0	Y
Hong Kong (re-exports)	1,130	1,444	Tons	783	69	114	15	0	Y
Austria	924	286	Tons	3,231	-29	-23	108	0	Y
Poland	911	335	Tons	2,719			244	0	Y

Source: ITC calculations based on COMTRADE statistics

Next List of importing countries List of exporting regions Selection menu Help

Table 2 shows the world export market for *Hazelnuts*. The TSI can see that Georgian exporters command slightly less than a 1% share in world exports and the value of those exports has grown 9% p.a., while the world market has experienced a decline in value of 7% p.a. during the period 1998-2002 (See below and Annex 1 for more discussion on why this differs slightly from the import number). We also see that the growth of Georgia's quantity exported over the period from 1998-2002 increased 35% p.a., faster than its growth in exported value, indicating a fall in average prices in US dollars.

Turkey is the largest exporter of *Hazelnuts* with 73% of the world market. The reduction of 8% p.a. in the value of Turkey's exports during the 5-year period, contrasted with the increase in quantity of Turkish exports increased by 7% p.a. over the same period, clearly shows a reduction in the price in US dollars of Turkish *Hazelnut* exports.

Another noticeable aspect of the two tables is the significant difference between the World estimation for exports (at the top of Table 2) and the World Estimation for imports (shown at the top of Table 1). This difference is common, and results primarily from the difference between the way countries report exports, generally reported in Free On Board (FOB) terms, and the way countries report imports, generally reported in Cost Insurance and Freight (CIF) terms. For more on how import and export statistics can differ and on the interpretation of trade statistics in general, see Annex I, Foreign Trade Statistics as a Basis for Market Research.

Explanatory Notes for Table 1 and Table 2

Importers (Exporters): Country names are sorted by imported (exported) value.

Imported (Exported) value in 2002, in US$ thousand: Value imported (exported) in 2002 in current US$ thousand as reported by countries to the COMTRADE database or as calculated with mirror statistics.

Quantity imported (exported) 2002: Quantity imported (exported) in 2002.

Quantity unit: The unit in which quantities are reported.

Unit value: Price in US$ per unit.

Annual growth in value between 1998-2002 p.a. of imports (exports) as a percentage: This trend is calculated using the least squares method. If a country does not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Annual growth in quantity between 1998-2002 p.a. of imports (exports) as a percentage: This trend is calculated by the same method used in the calculation of the annual value trends.

Annual growth in value between 2001-2002 p.a. of imports (exports) as a percentage: This growth rate is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years and showing the country performance over the last two years.

Market share in world imports (exports) as a percentage: Share of import (export) market for 2002. This indicator takes into account all countries, whether or not they have reported.

Table 1 Information on tariff and non-tariff barriers: Information on tariff and non-tariff barriers at the tariff-line level (i.e. 6-, 8-, or 10-digits depending on the country).

Table 2 Report in COMTRADE: The "Y" for 'yes' indicates which countries have reported their trade data to the COMTRADE database in 2002. If there is no entry, that country did not report and the data are based on mirror statistics.

What are priority markets for trade promotion?

B. Identify new export markets – Fish fillets from Uganda

We have just used TradeMap to explore the world market for Hazelnuts. Now let's turn to the example of fish fillet exports from Uganda to illustrate how TradeMap can be used to identify potential new markets.

Let's take the case of an exporter of Fish fillets in Uganda who wishes to examine opportunities for diversifying export markets. In TradeMap, the exporter would begin by selecting Uganda (see the entry screen above) as the country, selecting *030410 Fish fillets and other fish meat, minced or not, fresh or chilled* as the product under review and clicking *Submit*.

Several initial steps are involved in choosing a potential market for exports (presented in the following pages). The exporter should review Uganda's exports to gauge current performance and identify current partners. Next, the exporter should identify the world's leading importing countries for *Fish fillets* to see what other countries are importing, where Uganda's current partners rank as importing countries and what other countries might be potential markets. Once the exporter has identified potential countries, he or she should find out which countries currently supply them, and what tariff and non-tariff barriers may exist to accessing those markets.

With which countries does my country currently trade?

1. Review exports to present partner countries

As a first step, the Ugandan exporter of *Fish fillets* could use TradeMap to see which countries import *Fish fillets* from Uganda. In order to do so, the exporter would select *Uganda* as the country, *030410 Fish fillets and other fish meat, minced or not, fresh or chilled* (abbreviated *Fish fillets* below*)* as the product, and Export. This provides Table 3: List of importing markets for a product exported by Uganda in 2002.

From Table 3, the exporter can immediately see that world estimated imports from Uganda of *Fish fillets* amounted to almost US$ 37 million. Belgium is Uganda's largest import market consuming 48% of its exports of *Fish fillets*, but consumes only 5% of total world exports and is ranked 5th among the world's importers.

On the other hand, the United States of America (USA) is only the 5th leading importer from Uganda with a 2% share of Uganda's *Fish fillets* exports and yet is the number one importing market in the world commanding a 45% share of world imports. We see also that Uganda's exports to the USA have declined over the 1998-2002 period by 35% p.a., while the USA's imports from the world have increased 17% p.a. We also see that for the 7th largest importer, the United Kingdom, imports of *Fish fillets* from Uganda grew at 66% p.a. over the 1998-2002 period. The United Kingdom consumed 3% of the world's total imports of *Fish fillets*, but its imports from Uganda, only US$ 47,000, represented less than 1% of Ugandan exports.

Table 3: List of importing markets for a product exported by Uganda in 2002

Product : 030410 Fish fillets and other fish meat, minced or not, fresh or chilled
Uganda's exports represent 2% of world exports for this product, its ranking in world exports is 11

Importers	Exported value 2002 in US$ thousand	Share in Uganda's exports, %	Exported quantity 2002	Quantity unit	Unit value (US$/unit)	Export trend in value between 1998-2002, %, p.a.	Export trend in quantity between 1998-2002, %, p.a.	Export growth in value between 2001-2002, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 1998-2002, %, p.a.
World	36,818	100	9,202	Tons	4,001	10	26	18			9
Belgium-Luxembourg	17,535	48	4,308	Tons	4,070	45	35	78	5	5	6
Netherlands	9,406	26	2,333	Tons	4,032	-5	13	-21	6	4	27
Spain	5,344	15	1,416	Tons	3,774			82	8	3	4
Italy	2,652	7	661	Tons	4,012			-12	4	5	12
United States of America	836	2	228	Tons	3,667	-35	31	-35	1	45	17
United Arab Emirates	619	2	123	Tons	5,033	35	6	50	26	0	47
Germany	88	0	23	Tons	3,826			-84	2	7	-4
Egypt	71	0	30	Tons	2,367			-38	57	0	-33
Australia	68	0	32	Tons	2,125				28	0	2
United Kingdom	47	0	13	Tons	3,615	66		-94	7	3	17

Source: ITC calculations based on COMTRADE statistics

Partner regions | Supplying markets | Importing markets (HS4) | Product clusters (HS6) exported by Uganda | Product clusters (HS4) exported by Uganda | World exporters | World importers | Mirror data | Selection menu | Bubble graph | Help

The selection menu at the bottom of Table 3 gives the option of viewing the data in a variety of other ways including by *Partner regions* as well as partner countries, by *Supplying markets* a list of those markets that supply *Fish fillets* to Uganda, *Importing markets (HS4)* at the HS 4-digit level, *Product clusters (HS6) exported by Uganda* at the HS 6-digit level, *Product clusters (HS4) exported by Uganda* at the HS 4-digit level, or *World exporters* or *World importers* of *Fish fillets*. Finally it also offers the option to view Table 3 as reported by partner country imports *(Mirror data*) and the ability to create a chart with the data (*Bubble graph*), which will be described in detail later.

Explanatory Notes for Table 3

Importers: Country names are sorted by exported value.

Exported value 2002, in US$ thousand: Value exported in 2002 in US$ thousand as reported by the selected country or as reported by the partner country (when the selected country does not report trade data).

Share in Uganda's exports, %: Share of partner countries in the exports of the target country.

Exported quantity, 2002: Quantity exported in 2002. Where mirror statistics are used, quantity may differ among reporting countries.

Quantity unit: The unit in which quantities are reported.

Unit value (US$/unit): Price in US$ per unit.

Export trend in value between 1998-2002, %, p.a.: This trend is calculated using the least squares method. If a country does not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Export trend in quantity between 1998-2002, %, p.a.: This trend is calculated by the same method used in the calculation of the annual value trends. It is interesting to compare growth in value and growth in quantity to have an indication of the growth of prices in US$.

Export growth in value between 2001-2002, %, p.a.: This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years and showing the country performance over the last two years.

Ranking of partner countries in world imports: This indicates the world ranking of the partner country as an importer in 2002.

Share of partner countries world imports, %: This indicates the world share that the partner country represents as an importer of the selected product.

Total import growth in value of partner countries between 1998-2002,%, p.a.: This indicates the global import growth of the partner country from the world for the selected product. This indicator is calculated on data as reported by the target market. This combined with the export trend in value, calculated above, allow the analyst to see how the market share of the country under review has changed in the partner country.

Where are opportunities for market diversification?

2. Identify the world's leading importers

Now that the Ugandan exporter of *Fish fillets* has an idea of Uganda's current partners and how they rank in its exports, he or she can use TradeMap to identify the major importing markets of the world. In order to do so, the exporter would click on *World importers* at the bottom of Table 3 in order to generate Table 4: List of importers for the selected product in 2002.

Table 4: List of importers for the selected product in 2002

Product : 030410 Fish fillets and other fish meat, minced or not, fresh or chilled

Importers	Value imported in 2002, in US$ thousand	Quantity imported in 2002	Quantity unit	Unit value (US$/unit)	Annual growth in value between 1998-2002, %	Annual growth in quantity between 1998-2002, %	Annual growth in value between 2001-2002, %	Share in world imports, %	Information on tariff and non-tariff barriers
World estimation	1,762,749	340,884	Tons	5,171	9	7	4	100	
United States of America	807,765	137,652	Tons	5,868	17	21	8	45	TNTB
Germany	140,607	46,348	Tons	3,034	-4	-6	-21	7	TNTB
France	132,844	24,628	Tons	5,394	-5	-5	7	7	TNTB
Italy	103,355	18,175	Tons	5,687	12	15	18	5	TNTB
Belgium-Luxembourg	91,097	16,484	Tons	5,526	6	8	18	5	TNTB
Netherlands	81,034	16,252	Tons	4,986	27	17	30	4	TNTB
United Kingdom	68,323	10,223	Tons	6,683	17	16	-12	3	TNTB
Spain	59,179	10,744	Tons	5,508	4	3	-1	3	TNTB
Switzerland	56,631	6,708	Tons	8,442	-1	1	2	3	TNTB
Sweden	48,933	10,102	Tons	4,844	13	15	40	2	TNTB
Japan	45,496	5,382	Tons	8,453	-2	-7	-11	2	TNTB
Canada	28,711	5,629	Tons	5,101	30	28	1	1	TNTB

Source: ITC calculations based on COMTRADE statistics

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Table 4 shows those countries in the world that import *Fish fillets*, the value and quantity imported, unit of measurement, unit value, growth rate, global market share and provides a link to tariff and non-tariff barrier information for each country listed. As the United Kingdom is a growing market, registering 17% growth in value p.a. over the 5-year period, it could be an interesting prospect for the Ugandan exporter. However, in noting the negative growth rate in value (-12%) over the 2001-2002 period, caution should be applied to the interpretation of the 5-year rate, as the 12% p.a. decline may signal either a downturn in the coming year or that the 5-year trend is volatile (see Annex 1).

By clicking on the *United Kingdom* or any other importer on this chart, the exporter can view the list of countries that supply the United Kingdom. This process is not shown here, but is discussed later in the User Guide as Table 7: List of supplying markets for a product imported by United Kingdom in 2002.

Explanatory Notes for Table 4

Importers: Country names are sorted by imported value.

Value imported in 2002, in US$ thousand: These figures are as reported by countries to the COMTRADE database or as calculated using mirror statistics.

Quantity imported in 2002: As labeled. Where mirror statistics are used for a given country, if reporting countries use differing quantities, no value will be shown.

Quantity unit: The unit in which quantities are reported.

Unit value (US$/unit): Price in US$ per unit.

Annual growth in value between 1998-2002, %: This trend is calculated using the least squares method. If a country did not report trade data in 2002, the trend calculation is based on mirror statistics. In cases where reporting country data is not available for at least a four-year period, TradeMap does not calculate the trend and the cell is blank.

Annual growth in quantity between 1998-2002, %: This trend is also calculated using the least squares method.

Annual growth in value between 2001-2002, %: This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years and showing country performance over the last two years.

Share in World Imports, %: Share in world imports for 2002. This indicator takes into account all countries, whether or not they have reported.

Information on tariff and non-tariff barriers: Provides a link to information on tariff and non-tariff barriers at the tariff-line level (i.e. 6-, 8-, or 10-digits depending on the country) for the selected partner country.

What tariff and non-tariff barriers to access exist in a specific market?

3. Examine market access barriers in partner countries

TradeMap also contains information on tariff and non-tariff barriers at the tariff-line level covering tariffs, para-tariffs, price controls, finance measures, automatic licensing measures, quantity controls, monopolistic measures and technical measures. This information allows the analyst to gauge access conditions for any potential market. In order to access this information, the exporter would first click on *TNTB* in Table 4 for the desired country, in this case the United Kingdom. This will generate Table 5.

Table 5 provides a list of products for which TradeMap contains data on tariff and non-tariff barriers for the selected market. The product codes in this table correspond to the national tariff schedule of the importing country, in this case the European Union tariff schedule as applied in the United Kingdom.

Table 5: List of products for which Information on tariff and non-tariff barriers for the United Kingdom is available

Product Code	Product Description
0304101110	Trout (Salmo gairdneri)
0304101190	Other
0304101311	Wild
0304101321	Whole fish fillets, more than 300 g each
0304101329	Other fish fillets or fillet portions, 300 g or less each
0304101390	Other
0304101920	Of eels (Anguilla spp)
0304101930	Of carp
0304101940	Of trout (Oncorhynchus apache and Oncorhynchus chrysogaster)

Next List of supplying markets in United Kingdom World exporters World importers Selection menu

By selecting product code *030410321 Whole fish fillets, more than 300g each* from Table 5, the exporter generates Table 6 showing tariff and non-tariff barriers reported by the United Kingdom for this product. For cases in which the national tariff lines correspond exactly to the HS-6 digit product code, the list appearing in Table 5 is unnecessary, and TradeMap will proceed directly to the information on market access barriers shown below as Table 6.

Table 6 indicates that the Ugandan exporter is faced with an MFN duty of 2% on *Whole fish fillets, more than 300 g each*, but, because Uganda is among the group of African, Caribbean and Pacific (ACP) countries as designated by the European Union, it benefits from a preferential trade agreement and is actually subject to zero tariff.

The exporter may also obtain more detailed notes on access barriers in the selected country by selecting *Country notes*, at the bottom of Table 5. The notes cover all products and give such information as duration of the barrier, country coverage, special provisions, rules of origin and beneficiary countries. Selecting *Explanatory notes* will give more in-depth definitions of the terminology used in TradeMap to classify access barriers.

Table 6: Tariff (2001) and non-tariff (1999) barriers reported by United Kingdom

for product: 0304101321 Whole fish fillets, more than 300 g each

Tariffs and non-tariff measures	Tariff ad-valorem	Tariff specific	Agreement with the following countries	Non-tariff measures or product description
MFN duties (Applied)	2%			
Preferential tariff for Least Developed Countries	0%			
Everything But Arms	0%			
Preferential tariff for Overseas Countries and Territories	0%			
Preferential tariff for EEA countries	2%			
Preferential tariff for ACP countries	0%			
Preferential tariff for countries fighting drug	0%			
Preferential tariff for Morocco	0%			
Preferential tariff for Tunisia	0%			
Preferential tariff for Algeria	0%			
Preferential tariff for Andorra	0%			
Preferential tariff for Cyprus	0%			
Preferential tariff for Turkey	0%			
Preferential tariff for Macedonia	0%			
Preferential tariff for Mexico	0%			
Preferential tariff for Croatia	0%			

Source: National data reported to UNCTAD (TRAINS) and ITC (Market Access Map)
Note: Please refer to explanatory notes concerning tariff definitions.

List of supplying markets in United Kingdom | World exporters | World importers | Selection menu | Country notes | Explanatory notes

Which countries are competing in a specific market and globally?

4. Analyze competitor performance

Next, the exporter should proceed to gathering more information on those countries that supply *Fish fillets* to the United Kingdom market by clicking on *List of supplying markets in United Kingdom* in Table 6. The resulting list is shown below as Table 7. One can also obtain a list of supplying markets for an importing country by selecting the country name in any of the importer lists produced by TradeMap (for example Table 1 or Table 3).

The table of supplying markets for a product imported by a country allows the exporter in Uganda to identify the major providers of this product to the United Kingdom, such as Iceland with 57% of the United Kingdom market. The table will also show if this market is already importing from any of Uganda's neighbors, which could mean easier penetration for its exporters. In this case, however, it is evident that the top suppliers of *Fish fillets* to this market are largely neighboring European countries and Asian countries.

Once the Ugandan exporter knows in which countries the main competitors operate, he or she should research what sorts of advantages those competitors may have, e.g. logistics, treaties, political ties, etc. In this case, Iceland is the predominant supplier, which can probably be explained by its proximity.

Table 7: List of supplying markets for a product imported by United Kingdom in 2002

Product : 030410 Fish fillets and other fish meat, minced or not, fresh or chilled
United Kingdom's imports represent 3% of world imports for this product, its ranking in world imports is 7

Exporters	Imported value 2002 in US$ thousand	Share in United Kingdom's imports, %	Imported quantity 2002	Quantity unit	Unit value (US$/unit)	Import trend in value between 1998-2002, %, p.a.	Import trend in quantity between 1998-2002, %, p.a.	Import growth in value between 2001-2002, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 1998-2002, %, p.a.
World	68,323	100	10,223	Tons	6,683	17	16	-12			9
Iceland	38,609	57	4,838	Tons	7,980	22	25	9	6	5	11
Sri Lanka	9,464	14	1,749	Tons	5,411	64	54	34	88	0	
Indonesia	4,051	6	566	Tons	7,157	27	22	14	22	0	13
United States of America	2,230	3	344	Tons	6,483	34	29	8	17	1	15
Maldives	2,136	3	278	Tons	7,683	95	73	23	79	0	
Denmark	1,983	3	368	Tons	5,389	75	47	-73	3	10	-1
Norway	1,899	3	425	Tons	4,468	52	34	76	5	6	-5
Faroe Islands	1,521	2	326	Tons	4,666	-38	-37	-34	30	0	-31
Seychelles	1,467	2	179	Tons	8,196	18	19	19			
France	1,386	2	248	Tons	5,589	8	27	-61	14	1	-5
Chile	790	1	348	Tons	2,270	13	40	-45	1	23	18
Ecuador	584	1	78	Tons	7,487	-22	-27	-48	12	1	50

Source: ITC calculations based on COMTRADE statistics

Next | Trade barriers | Partner regions | Importing markets | Supplying markets (HS4) | Product clusters (HS6) imported by United Kingdom | Product clusters (HS4) imported by United Kingdom | World exporters | World importers | Mirror data | Selection menu | Bubble graph | Help

Explanatory Notes for Table 7

Exporters: Partner name sorted by exported value.

Imported value in 2002 in US$ thousand: This figure is as reported by the selected country or as reported by the partner country, when the selected country does not report trade data.

Share in partner country's imports, %: Share of partner countries in the imports of the target country in 2002.

Imported quantity 2002: As labeled. Where mirror statistics are used, units may differ according to unit used by reporting countries.

Quantity unit: The unit in which quantities are reported.

Unit value (US$/unit): Price in US$ per unit.

Import trend in value between 1998-2002, %, p.a.: This trend is calculated using the least squares method. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Import trend in quantity between 1998-2002 %, p.a.: This trend is also calculated using the least squares method.

Import growth in value between 2001-2002 %, p.a.: This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years.

Ranking of partner countries in world exports: The world ranking of the partner country as an exporter in 2002.

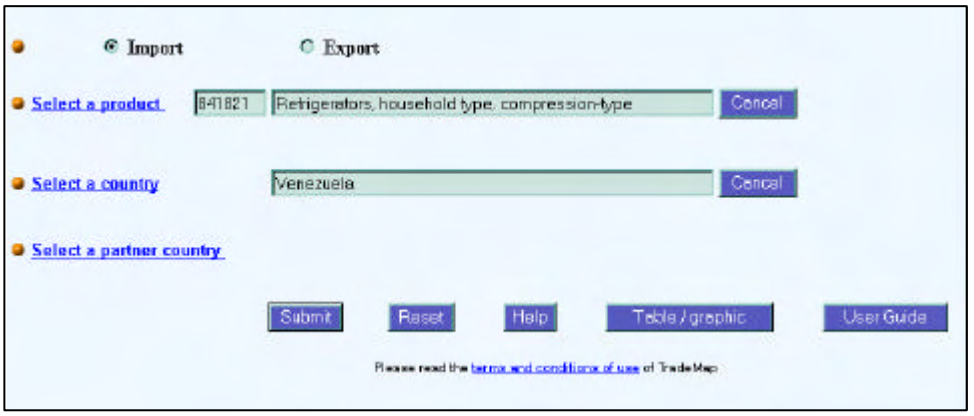
Share of partner countries in world exports, %: Market share for the partner country in 2002.

Total export growth in value of partner countries between 1998-2002 %, p.a.: The growth in value of exports of the partner country to the target country over the period. This should not be confused with an increase in market share.

What countries supply the majority of my country's imports?

What alternative sources of supply are available?

C. Identify new sources of supply – Refrigerators to Venezuela



TradeMap also provides leads for importers on supplier diversification. An importer of Refrigerators in Venezuela, for instance, may want to investigate the possibility of diversifying suppliers. As a first step, the importer would identify current suppliers by typing *Venezuela* as the country under review and *841821 Refrigerators, household type, compression-type* (abbreviated as *Refrigerators* below) as the product under review (see above). By next choosing 'Import', the importer generates a list of those markets supplying *Refrigerators* to Venezuela—shown below as Table 8.

Table 8: List of supplying markets for a product imported by Venezuela in 2002

Product : 841821 Refrigerators, household type, compression-type
Venezuela's imports represent 0% of world imports for this product, its ranking in world imports is 31
Venezuela has not reported trade data in the COMTRADE database. Therefore figures are based on data from supplying countries

Exporters	Imported value 2002 in US$ thousand	Share in Venezuela's imports, %	Imported quantity 2002	Quantity unit	Unit value (US$/unit)	Import trend in value between 1998-2002, %, p.a.	Import trend in quantity between 1998-2002, %, p.a.	Import growth in value between 2001-2002, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 1998-2002, %, p.a.
Total	12,759	100	0	No quantity		-14		-64			3
Colombia	5,435	43	1,722	Tons	3,156	1	6	-69	29	0	14
Mexico	2,951	23	3,143	Tons	939	-20	10	-59	4	10	12
United States of America	2,437	19	4,442	Units	549	-30	-30	-59	10	2	-20
Peru	807	6	264	Tons	3,057	80	84	-48	41	0	-5
Ecuador	634	5	166	Tons	3,819	188	190	-62	54	0	10
Turkey	209	2	77	Tons	2,714			354	3	10	20
India	70	1	465	Units	151	66	83	-61	31	0	66
China	44	0	545	Units	81	1	2	-75	2	10	43

Source: ITC calculations based on COMTRADE statistics

Trade barriers | Partner regions | Importing markets | Supplying markets (HS4) | Product clusters (HS6) imported by Venezuela | Product clusters (HS4) imported by Venezuela | World exporters | World importers | Selection menu | Bubble graph | Help

Table 8 shows that Colombia is the leading supplier of *Refrigerators*, with a 43% share of Venezuela's import market. Colombia is only the 29th leading exporter of this product, but it is a dynamic supplier with 14% p.a. growth in the value of exports worldwide over the period,

a rate of growth which far exceeds the growth of the world export market over the same period which was only 3% p.a. The table also shows that China, the second largest exporter in the world, commands less than 1% of Venezuela's market for *Refrigerators.* Although Venezuela's imports from China have experienced growth of only 1% p.a. over the 1998-2002 period, China's growth in exports to the world have grown at 43% p.a. We can also see that the unit value of *Refrigerators* from China is significantly lower than those from Colombia.

If transportation costs are not prohibitive, China could be a viable alternative supplier. It would also be interesting to investigate why the number one largest exporter in the world is not among Venezuela's top suppliers (the top world exporter would show up as number "1" in the column marked "Ranking of partner countries in world exports") and what other Latin American countries export *Refrigerators*.

Explanatory Notes for Table 8

Exporters: Country names are sorted by imported value.

Imported value in 2002, in US$ thousand: Value imported in 2002 in US$ thousand as reported by the selected country or as reported by the partner country (when the selected country does not report trade data).

Share in Venezuela's imports, %: Share of partner countries in the imports of the target country.

Imported quantity 2002: Quantity imported in 2002. Where mirror statistics are used, units may differ according to unit used by reporting countries.

Quantity unit (US$/unit): The unit in which quantities are reported.

Unit value: Price in US$ per unit.

Import trend in value between 1998-2002, %, p.a.: This trend is calculated using the least squares method. If a country did not report trade data in 2002, the trend calculation is based on mirror statistics. Where the reporting country data is not available for at least a four-year period, TradeMap does not calculate a trend and the cell is blank.

Import trend in quantity between 1998-2002, %, p.a.: This trend is also calculated using the least squares method.

Import growth in value between 2001-2002, %, p.a.: This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years.

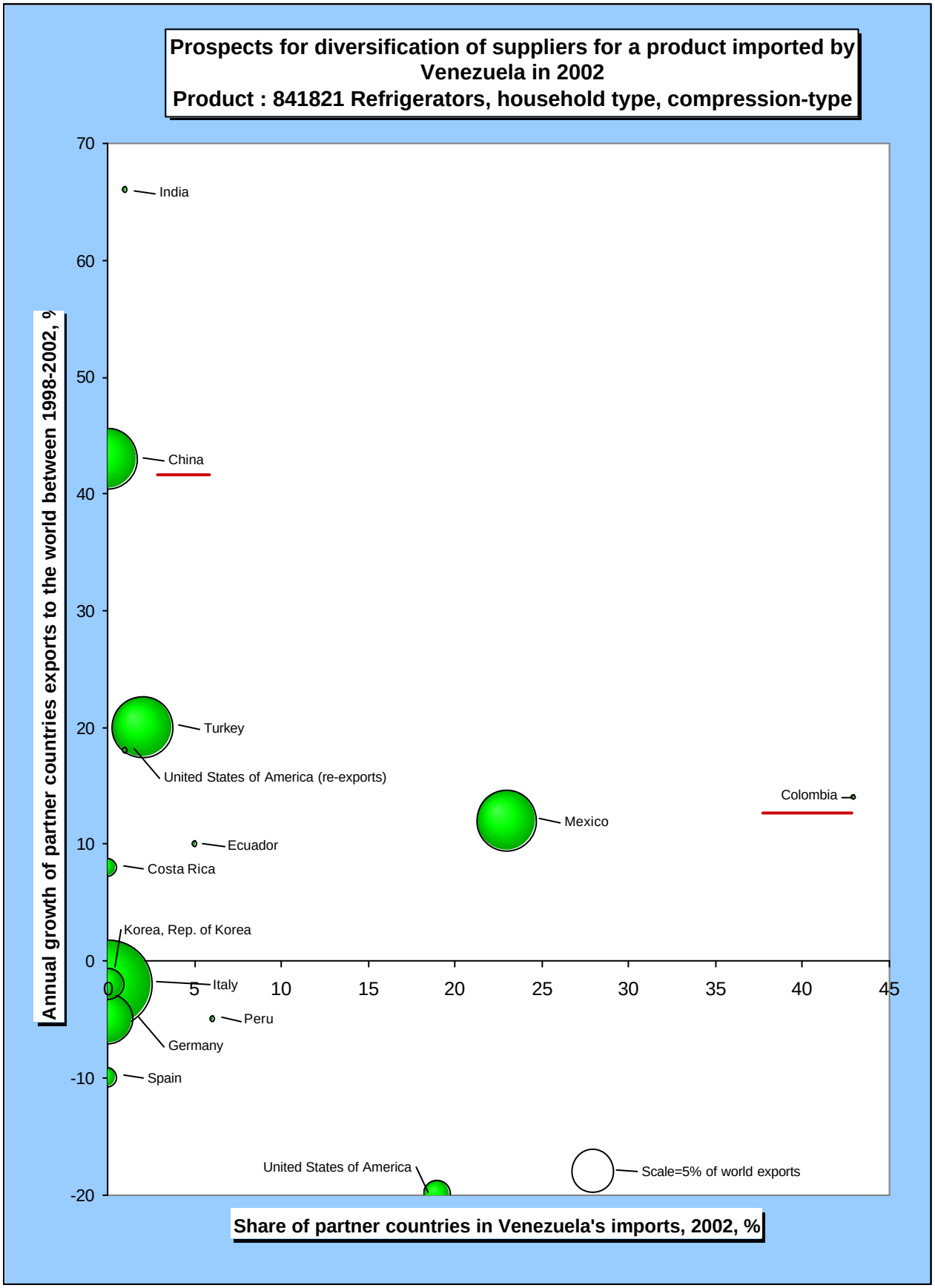
Ranking of partner countries in world exports: This indicates the world ranking of the partner country as an exporter 2002. With this indicator, it is possible to know if the selected country trades with the leading suppliers of the selected product.

Share of partner countries in world exports, %: This indicates the world share that the partner country represents as an exporter of the selected product.

Total export growth in value of partner countries between 1998-2002, %, p.a.: This indicates the global export growth of the partner country from the world for the selected product. This indicator is calculated on data as reported by the target market. This combined with the import trend in value, calculated above, allows the analyst to see how the market share of the country under review has changed in the partner country.

The information given in Table 8 is also available in bubble chart format (see Chart 1). This chart presents the **growth of Venezuela's major partner markets** for *Refrigerators* **(on the vertical)** as compared to those same **partner markets' share in Venezuela's imports (on the horizontal)**, providing an overview of the prospects for supplier diversification. It illustrates that Colombia, as mentioned above commands a large portion of Venezuela's market for *Refrigerators*, 43%, but has a share of world exports less than 1%, although some export growth to the world (1% p.a.). China is shown as having significant export growth to the world, 43% p.a., but a relatively small share of Venezuela's imports, again less than 1%.

Chart 1: Prospects for diversification of suppliers for a product imported by Venezuela in 2002



Note: The area of the circles correponds to the share in world exports of supplying markets for the selected product.
Source: ITC calculations based on COMTRADE statistics.

What are priority products for trade promotion?

D. Scan potential for product diversification – Apparel from the Morocco

Exporters looking for product diversification opportunities could use Trade Map to view similar products with growing demand. An exporter of *Men's/boys trousers of cotton, not knitted* in Morocco may be considering opportunities for product diversification in Cyprus and need to know what other related products are in demand. A list of those markets supplying Cyprus is generated by selecting *620342 Men's/boys trousers of cotton, not knitted* in the product selection menu (above), Cyprus as the country under review and 'Import' (see Table 9).

Table 9: List of supplying markets for a product imported by Cyprus in 2002

Product : 620342 Mens/boys trousers and shorts, of cotton, not knitted
Cyprus's imports represent 0% of world imports for this product, its ranking in world imports is 54

Exporters	Imported value 2002 in US$ thousand	Share in Cyprus's imports, %	Imported quantity 2002	Quantity unit	Unit value (US$/unit)	Import trend in value between 1998-2002, %, p.a.	Import trend in quantity between 1998-2002, %, p.a.	Import growth in value between 2001-2002, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 1998-2002, %, p.a.
World	8,755	100	910,303	Units	10	8	3	-2			0
Greece	2,645	30	202,007	Units	13	22	33	19	62	0	-8
China	1,271	15	295,273	Units	4	36	50	1	2	11	4
Italy	1,148	13	46,309	Units	25	-7	-11	-21	3	6	1
Spain	501	6	39,174	Units	13	17	30	-12	21	1	-2
Hong Kong (SARC)	453	5	74,031	Units	6	6	14	19	6	4	-10
United Kingdom	385	4	26,589	Units	14	-11	-1	-13	29	0	-15
Sri Lanka	332	4	20,084	Units	17	56	57	50	25	1	
Tunisia	323	4	14,081	Units	23	21	16	-4	7	4	
India	231	3	34,588	Units	7	18	25	55	20	1	8
Morocco	210	2	11,444	Units	18	4	15	0	12	2	

Source: ITC calculations based on COMTRADE statistics

Next | Trade barriers | Partner regions | Importing markets | Supplying markets (HS4) | Product clusters (HS6) imported by Cyprus | Product clusters (HS4) imported by Cyprus | World exporters | World importers | Mirror data | Selection menu | Bubble graph | Help

Table 9 shows Morocco's competitors in Cyprus' market for this product. We can see that in Cyprus, Morocco ranks 10th with a 2% share of the market. While Cyprus' overall import trend in value grew by 8% p.a. over the 1998-2002 period, the growth trend in quantity was only 3% p.a., suggesting the possibility of an upward trend in prices.

Explanatory Notes for Table 9

Exporters: Partner name sorted by exported value.

Imported value 2002 in US$ thousand: This figure is as reported by the selected country or as reported by the partner country, when the selected country does not report trade data.

Share of Cyprus' (partner country's) imports, %: Share of partner countries in the imports of the target country by value in 2002.

Imported quantity 2002: As labeled. Where mirror statistics are used, units may differ according to unit used by reporting countries.

Quantity unit: The unit in which quantities are reported.

Unit value (US$/unit): Price in US$ per unit.

Import trend in value between 1998-2002, %, p.a.: This trend is calculated using the least squares method. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Import trend in quantity between 1998-2002, %, p.a.: This trend is also calculated using the least squares method.

Import trend in value between 2001-2002, %, p.a.: This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years.

Import growth in value between 2001-2002 per annum as a percentage: This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years and showing the country performance over the last two years.

Ranking of partner countries in world exports: The world ranking of the partner country as an exporter in 2002.

Share of partner countries in world exports %: This provides the world market share of the exporter in 2002.

Total export growth in value of partner countries between 1998-2002 per annum as a percentage: The export growth of the partner country to the target country over the period, not to be confused with an increase in market share.

In order to see what complementary products Cyprus imports that are experiencing growth, the exporter would click *Product clusters (HS6) imported by Cyprus* (see Table 10). According to Table 10, the Moroccan exporter may want to explore opportunities in *620322 Mens/boys ensembles, of cotton, not knitted*. Cyprus' imports of these products grew 30% p.a. in value over the 1998-2002. As world exports actually declined 2% p.a., this may be an opportunity to gain market share in Cyprus.

Table 10: List of products imported by Cyprus in 2002

HS rev. 1	Product	value 2002 in US$ thousand	Quantity 2002	Quantity unit	Annual growth in value between 1998-2002, %	Annual growth in quantity between 1998-2002, %	Annual growth in value between 2001-2002, %	World market share, %	Ranking in world market	Annual growth in value of world exports between 1998-2002, %
620319	Mens/boys suits, of other textile materials, not knitted	1,719	86,539	Units	20	26	-7	0	26	10
620322	Mens/boys ensembles, of cotton, not knitted	240	30,523	Units	30	27	3	0	52	-2
620329	Mens/boys ensembles, of other textile materials, not knitted	60	8,984	Units	-23	-27	94	0	86	9
620332	Mens/boys jackets and blazers, of cotton, not knitted	779	57,663	Units	0	23	2	0	40	1
620339	Mens/boys jackets and blazers, of other textile materials, not knitted	1,157	67,615	Units	9	13	26	0	27	-3
620342	Mens/boys trousers and shorts, of cotton, not knitted	8,755	910,303	Units	8	3	-2	0	54	0

Source: ITC calculations based on COMTRADE statistics

Product clusters (HS6) exported by Cyprus | The leading products (HS6) imported by Cyprus | Product clusters (HS4) imported by Cyprus | Selection menu | Bubble graph | Help

Explanatory Notes for Table 10

Hs rev. 1: HS 6-digit product code for product imported in 2002. HS. rev. 1 refers to Revision One of the Harmonized System (HS) nomenclature 1996. This distinguishes the codes from other revisions.

Product: Abbreviated product description corresponding to the HS 6-digit product code.

Value 2002, in US$ thousand: Value of 2002 imports in the selected product. These figures are as reported by countries to the COMTRADE database or as calculated with mirror statistics.

Quantity 2002: Quantity imported in 2002. Where mirror statistics are used, if the exporting and importing countries use different units no quantity will be displayed.

Quantity unit: The unit in which quantities are reported.

Annual growth in value between 1998-2002: Growth in the value of imports. This trend is calculated by the least squares method. If a country did not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Annual growth in quantity between 1998-2002, %: This trend is also calculated using the least squares method.

Annual growth in value between 2001-2002, %: Growth in value of imports. This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years.

World market share, %: Share of the importing country in the world market in 2002. This indicator takes into account all countries, whether or not they reported.

Ranking in world market: The world ranking of the selected country in the import of the product under review.

Annual growth in value of world exports between 1998-2002, %: The trend is calculated again using the least squares method.

III. Country Approach

The second approach, or country approach, allows analysis using TradeMap from a country perspective. From this angle, a user can assess the national trade performance of a country and also review the potential for bilateral trade with a partner.

What is my country's current trade performance?

A. Assess national trade performance – Romania

The government of Romania may wish to investigate how the country's exports compete in the world market in order to best prioritize their efforts to attract foreign or domestic investment or to promote trade. By selecting Romania as the country in TradeMap and indicating 'Export' (above), a list of Romania's exports is generated at the HS 2-digit level sorted by product code. By going to the bottom of that list and selecting *List of product groups sorted by value*, the Romanian analyst can focus on product groups of the greatest interest, shown below as Table 11. The 2-digit level provides a sectoral overview of Romania's exports.

Table 11: List of product groups exported by Romania in 2002, HS 2

HS rev. 1	Product	Value 2002 in US$ thousand	Annual growth in value between 1998-2002, %	Annual growth in value between 2001-2002, %	Annual growth of world exports between 1998-2002, %	Ranking in country exports	Share in world exports, %	Ranking in world exports
	All products	13,875,709	14	22	4		0.0	54
62	Articles of apparel, accessories, not knit or crochet	2,402,692	12	16	1	1	2.3	11
85	Electrical, electronic equipment	1,431,476	44	44	6	2	0.2	40
64	Footwear, gaiters and the like, parts thereof	1,157,931	18	19	1	3	2.4	8
27	Mineral fuels, oils, distillation products, etc	1,101,060	30	56	16	4	0.2	60
72	Iron and steel	970,752	3	33	1	5	0.8	30
61	Articles of apparel, accessories, knit or crochet	796,909	19	19	3	6	0.9	28
84	Nuclear reactors, boilers, machinery, etc	743,599	14	9	2	7	0.1	47
94	Furniture, lighting, signs, prefabricated buildings	654,529	8	23	4	8	0.8	24
44	Wood and articles of wood, wood charcoal	619,585	11	18	2	9	0.9	25

Source: ITC calculations based on COMTRADE statistics

Next | List of product groups sorted by HS code | List of product groups imported | The leading products (HS6) exported | The leading products (HS4) exported | Selection menu | Help

From this table the Romanian government can see that overall, Romania ranks 54 among the world's exporters, with a 14% p.a. growth in exports over the 1998-2002 period and 22% p.a. over the 2001-2002 period. At the same time the 5-year growth trend for the world is only 4% p.a. indicating and overall increase in the competitiveness of Romania's exporters.

Looking at exports at the HS 2-digit level highlights which sectors might be interesting from the perspective of attracting foreign or domestic investment. Sectors such as *Electrical, electronic equipment (HS 85)* or *Articles of apparel, accessories, knit or crochet (HS 61)* are experiencing high growth (44% and 19% p.a. respectively), while world exports of these products are only growing at 6% and 3% p.a. respectively. These may be attractive sectors for investment.

Explanatory Notes for Table 11

HS rev. 1: Product code for product exported in 2002. HS. rev. 1 refers to Revision One of the Harmonized System (HS) nomenclature 1996. This distinguishes the codes from other revisions.

Product: Abbreviated product description corresponding to the HS 2-digit code.

Value 2002, in US$ thousand: Value of exports. These figures are as reported by countries to the COMTRADE database or as calculated with mirror statistics.

Annual growth in value between 1998-2002, %: Trend in export value for the period shown. This trend is calculated by the least squares method. If a country did not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Annual growth in value between 2001-2002, %: Shows export growth 2001-2002. This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years.

Annual growth of world exports between 1998-2002, %: This trend is calculated by the least squares method. If a country did not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Ranking in country exports: This indicator shows the importance of the product group in the country's exports or imports 2002. It is especially relevant when this table is sorted by product code rather than value.

Share in world exports, %: This indicator takes into account all countries, whether or not they have reported.

Ranking in world exports: The world ranking in 2002 of the selected country in the export of the product under review.

For a more in depth look at those sectors which may be interesting for targeting investment the 4-digit level should be explored. By clicking on 85 in Table 11, the Romanian government can see in Table 12 what areas within that sector may be interesting.

HS 8544 *Insulated wire/cable* is an area that is showing growth in world imports, 39%, over the 1998-2002 period. This is a sizeable sector for Romania and has shown substantial growth over both the 5- and 2-year period (39% and 80% p.a.), while world imports have grown 3% p.a. from 1998-2002.

Table 12: List of products exported by Romania in 2002, HS 4

HS rev. 1	Product	value 2002 in US$ thousand	Quantity 2002	Quantity unit	Annual growth in value between 1998-2002, %	Annual growth in quantity between 1998-2002, %	Annual growth in value between 2001-2002, %	World market share, %	Ranking in world market	Annual growth in value of world imports between 1998-2002, %
8542	Electronic integrated circuits and microassemblies	24,286	0	No quantity	125		-26	0	45	7
8543	Electrical mach&app having individual function, nes	1,185	0	No quantity	60		-20	0	64	6
8544	Insulated wire/cable	497,784	0	No quantity	39		80	1	22	3
8545	Carbon electrodes / brushes / lamp carbons	2,899	0	No quantity	-10		-39	0	36	-3
8546	Electrical insulators of any material	19,907	0	No quantity	83		2031	1	14	-1

Source: ITC calculations based on COMTRADE statistics

First | Previous | Product clusters (HS4) imported by Romania | The leading products (HS6) exported by Romania | The leading products (HS4) exported by Romania | Selection menu | Bubble graph | Help

From Table 12, Chart 2 can be generated, which presents Romania's export performance for all the HS 6-digit product codes within the *HS85 Electric, electronic equipment* sector. The chart shows the export **value of each product (size of the bubbles)**, and compares **Romania's export growth (horizontal axis)** with the **growth of international demand (vertical axis)**. In addition, the **diagonal line (the line of constant world market share)** divides the chart into two parts. Romania's exports of products to the right of this line have grown faster than world imports thus increasing their share in the world market. Conversely, products to the left of the diagonal line have seen an erosion of their world market share.

The diagonal reference line and horizontal axis are particularly interesting in terms of trade development, since they divide the chart into four quadrants with different characteristics:

Champions - winners in growth markets: These are the export products for which Romania has performed very well, such as *Insulated wire/cable*. This sector contains particularly dynamic products for which the value of world exports is growing faster than world trade in general, and for which Romanian exporters have increased their share. Exporters of these products have proven their international competitiveness over the period. Trade promotion efforts for these products are less risky, as they are national success stories that can serve as benchmarks for other industries. Promotional efforts in these products should aim at broadening supply capacity.

Underachievers - losers in growth markets: These products represent particular challenges for trade promotion efforts in Romania. While international demand has been growing at above-average rates, Romania has been falling behind. Its exports of *Electrical apparatus for switching*, for example, have either declined or grown at a lower rate than world trade. As a result, Romania has been losing international market share. In general, the bottleneck is not international demand, but rather the supply capacity of Romanian producers. For these products, it is essential to identify and remove the specific bottlenecks that impede a more dynamic expansion of exports.

Losers in declining markets: The export prospects for these products tend to be bleak, such as *Carbon electrodes/brushes/lamp carbons* in the case of Romania. World imports of the product concerned have increased at a below-average rate or actually declined, and the market share of Romania has gone down. Trade promotion efforts for products in this category face difficulty. They need to adopt an integrated approach to take into account bottlenecks on both the supply and demand side.

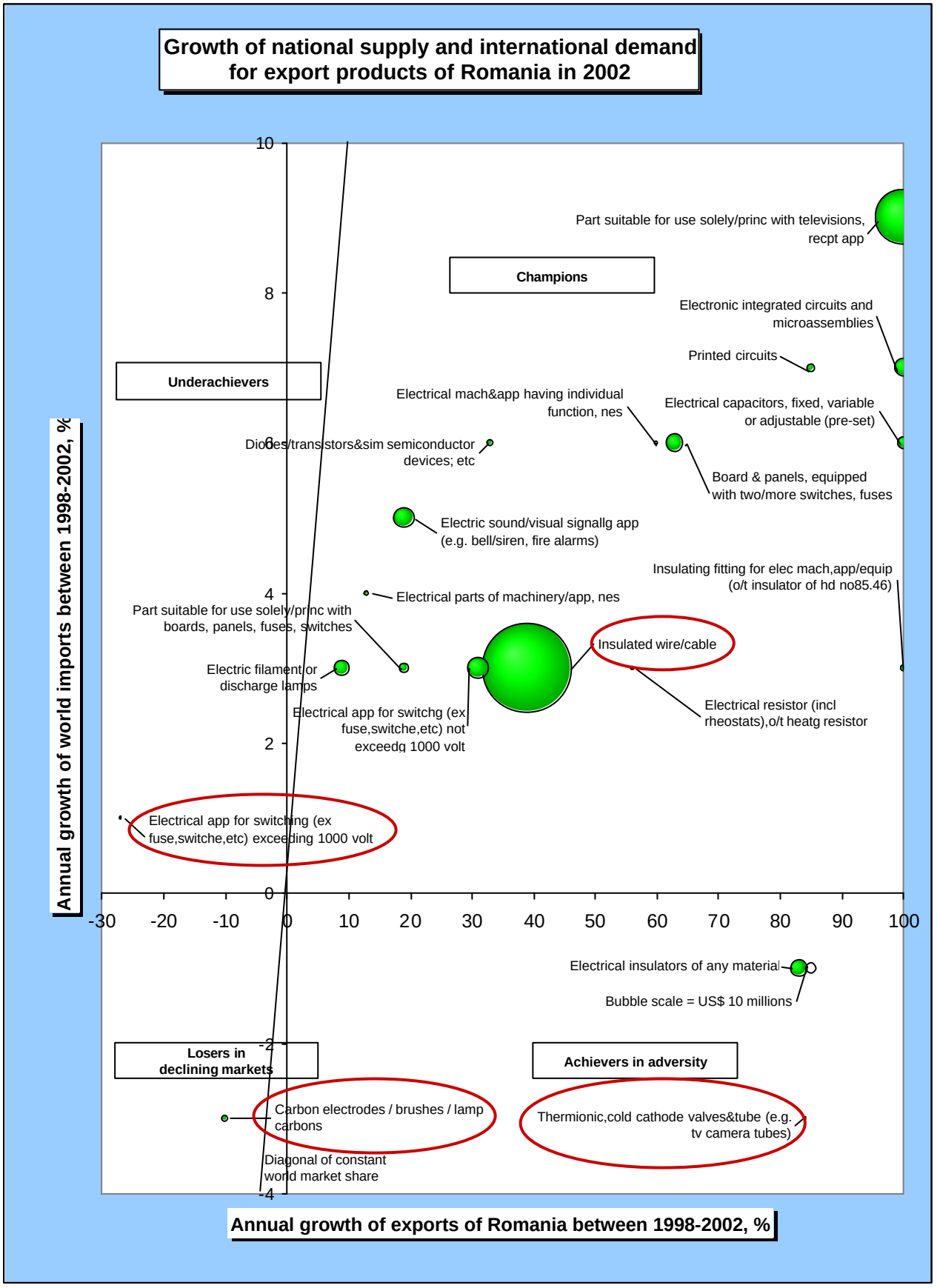
Achievers in adversity - winners in declining markets: World import markets for products in this quadrant, such as *Thermonic cold cathode valves*, are declining or growing at a below average rate, but the market share of Romanian exporters is growing. From a trade promotion perspective, niche-marketing strategies are required to isolate positive trade performance from the overall decline in these markets.

The chart also provides an overview of the concentration of exports. The appearance of one or a few comparatively large circles in one area shows that exports are highly concentrated. This does not appear to be the case for Romania.

The circle labeled scale, in the bottom right-hand corner of Chart 2, serves as reference for the size of the bubbles. The scale varies from US$ 10,000 to US$ 100 million depending on the country under review.

Should the government of Romania wish to conduct deeper analysis still, the 6-digit level is accessible for any of the 4-digit codes by clicking on that code.

Chart 2: Growth of national supply and international demand for export products of Romania in 2002, HS 4



Note: The area of the circles corresponds to the export value of the product for Romania
Source: ITC calculations based on COMTRADE statistics.

By next clicking on *The leading products (HS6) exported by Romania* at the bottom of Table 12, Table 13 is generated which lists Romania's top 500 exports at the HS 6-digit level. The data in this table shows that Romania's fifth largest export *Footwear, outer soles of rubber/plastics uppers of leather nes (HS 640399),* grew 84% p.a. over the 1998-2002 period, while world imports of these products grew 5% p.a., suggesting that Romania's 1% share of the world market may be growing. Also interesting are Romania's exports of *Men's\boy's trousers and shorts of cotton, not knitted* which grew at 28% p.a. over the full period (29% p.a. over 2001-2002) while world imports grew at only 1% p.a. These may be interesting sectors in which to focus trade promotion efforts.

From Table 13, Chart 3 can be generated, which is similar to Chart 2 but with significant differences. Chart 3 presents the performance of the leading export products of Romania, indicating the **average nominal growth of the total exports of Romania** for the period 1998 to 2002 **(dotted vertical reference line)** and the **average nominal growth of world imports** over the same period **(horizontal reference line)**, which was 4% p.a. In Chart 3 it is the diagonal line, representing constant market share, and the horizontal reference line that divide the chart into four quadrants. It should be noted that the criterion for distinguishing growing and declining products is the average nominal growth rate of total world imports from 1998 to 2002, which was 4% annually. Products, whose world imports have grown below this rate, for instance at 3% annually, are classified as declining products, as their share in world trade is declining.

Table 13: The leading products exported by Romania in 2002, HS 6

HS rev. 1	Product	Value 2002 in US$ thousand	Quantity 2002	Quantity unit	Annual growth in value between 1998-2002, %	Annual growth in quantity between 1998-2002, %	Annual growth in value between 2001-2002, %	Share in world exports, %	Ranking in world export	Annual growth in value of world imports between 1998-2002, %
TOTAL	All products	13,875,709	0	No quantity	14		22	0	54	4
271000	Petroleum oils&oils obtained from bituminous minerals,o/than crude etc	959,770	4,404,981	Tons	30	12	58	0	32	7
854430	Ignition wirg sets&oth wirg sets usd in vehicles,aircraft etc	390,132	30,712	Tons	33	45	76	3	8	5
940360	Furniture, wooden, nes	374,605	231,412	Tons	5	5	19	2	13	6
640610	Uppers and parts thereof, other than stiffeners	361,916	16,982	Tons	14	12	19	16	1	-3
640399	Footwear, outer soles of rubber/plastics uppers of leather, nes	283,269	22,883	Tons	84	93	33	1	13	5
890190	Cargo vessels nes&oth vessels for the transport of both persons&goods	268,373	168,733	Tons	8	-14	93	1	6	-1
620342	Mens/boys trousers and shorts, of cotton, not knitted	204,660	11,796	Tons	28	34	29	1	15	1

Source: ITC calculations based on COMTRADE statistics

Next | The leading products (HS6) imported | The leading products (HS4) exported | List of product groups (HS2) exported | Selection menu | Bubble graph | Help

Explanatory Notes for Table 12 and Table 13

HS rev. 1: Product code for product exported in 2002. HS. rev. 1 refers to Revision One of the Harmonized System (HS) nomenclature 1996. This distinguishes the codes from other revisions.

Product: Abbreviated product description corresponding to the HS 6-digit code.

Value 2002 in US$ thousand: These figures are as reported by countries to the COMTRADE database or as calculated with mirror statistics.

Quantity 2002: Quantity exported in 2002. Where mirror statistics are used, if the exporting and importing countries use different units no quantity will be displayed.

Quantity unit: The unit in which quantities are reported.

Annual growth in value between 1998-2002, %: This trend is calculated by the least squares method. If a country did not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Annual growth in quantity between 1998-2002, %: This trend is also calculated by using the least squares method.

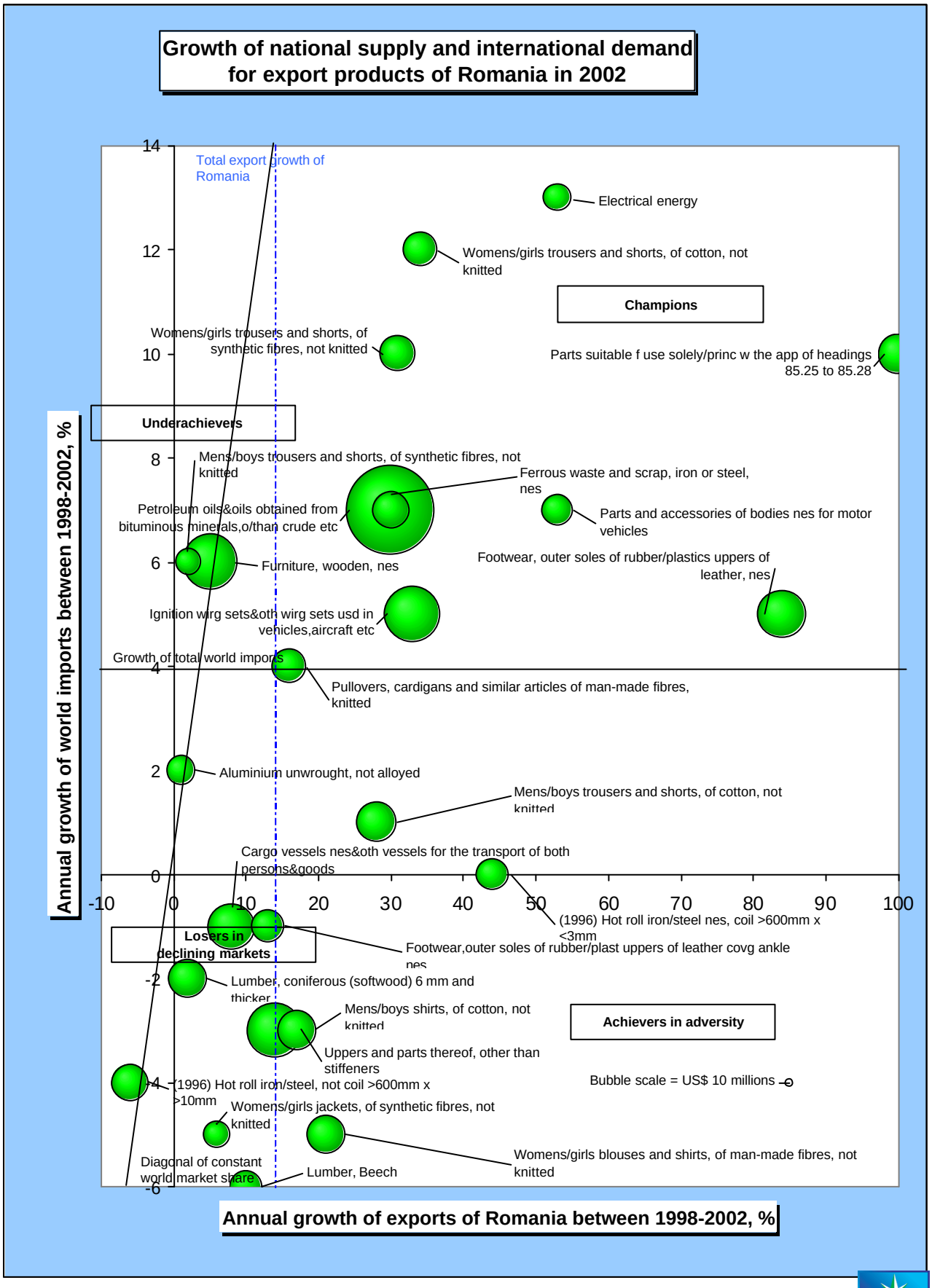
Annual growth in value between 2001-2002, %: Annual growth in exports 2001-2002. This growth is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years.

Market share in world exports as a percentage: This indicator takes into account all countries, whether or not they reported.

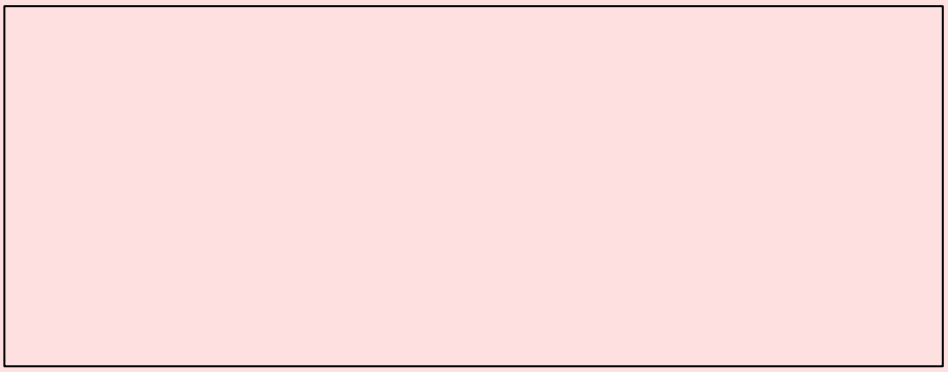
Ranking in world export: The 2002 world ranking of the selected country in the export of the product under review.

Annual growth in value of world exports between 1998-2002, %: The trend is calculated for the product under review by the least squares method.

Chart 3: Growth of national supply and international demand for the twenty leading Romanian exports in 2002



Note: The area of the circles corresponds to the export value of the product for Romania
Source: ITC calculations based on COMTRADE statistics.



From Table 14, the TSI can see actual trade between Estonia and Finland, Finland's imports from the world, and Estonia's exports to the world, both for overall trade and for individual product groups listed. On the whole, trade between Estonia and Finland amounted to US$ 883 million in 2002 and grew at 15% p.a. over the 1998-2002 period. Finland's imports from the world were US$ 33 billion with an annual growth rate of 1% p.a., while Estonia's exports to the world were US$ 4 billion and grew at a rate of 9% p.a.

If we focus on the sector of *Paper and paperboard, articles of pulp, paper and board HS48*, we see that trade took place between Estonia and Finland valued at just over US$ 4 million but is declining at 2% p.a. Finland's imports from the world were almost US$ 487 million in 2002 and grew at 2% p.a. over the 1998-2002 period, while Estonia's exports to the world were just over US$ 126 million and grew at 17% p.a. This brings into question why, with Finland's import demand growing and Estonia's supply capacity growing, trade between the two countries is declining.

Explanatory Notes for Table 14

Product code: Product code for the product traded between the two countries under review.

Product label: Abbreviated product group description corresponding to an HS 2-digit position.

Selected country exports to the partner country:

Value 2002, in US$ thousand: The trade between the two selected countries, as reported by the selected country to the COMTRADE database or as reported by the selected partner country to the COMTRADE database if the selected country has not reported trade data.

Annual growth in value between 1998-2002, %: The trend of bilateral trade as a percentage. The trend is calculated using the least squares method. If the selected country does not report trade data in 2002, the trend calculation is based on partner statistics. No trend is calculated in cases where country or partner country data is not available for at least a four-year period.

Partner country's imports from the world:

Value 2002, in US$ thousand: The value imported by the partner country from the world for the product group under review, as reported to the COMTRADE database or as calculated with mirror statistics.

Annual growth in value between 1998-2002, %: The growth of imports from the world for the selected partner country. The trend is calculated using the least squares method. If the selected partner country does not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where partner country data is not available for at least a four-year period.

Market share in world imports, %: The world import share for the selected partner country and product group. This indicator takes into account all countries, whether or not they have reported.

Selected country exports to world:

Value 2002, in US$ thousand: The value exported by the country to the world for the product group under review, as reported to the COMTRADE database or as calculated with mirror statistics.

Annual growth in value between 1998-2002, %: The growth of exports to the world for the selected country. The trend is calculated by the least squares method. If the country under review does not report trade data in 2002 the trend calculation is based on mirror statistics. No trend is calculated in cases where country data is not available for at least a four-year period.

Market share in world exports, %: The world export share for the selected country and product group under review. This indicator takes into account all countries, whether or not they have reported.

Indicative potential in US$ thousand: The potential trade between the two selected countries as calculated in 2002. Trade potential is defined as the lower value of the amount a country exports to the world or the amount the partner country imports from the world, minus the existing trade between the two countries under review. In other words, high potential means that the partner country's imports are significant and the country's exports are also significant, but the share of the country in the imports of the partner country is small.

To know for which specific products potential may exist, the HS 6-digit level should be explored. By clicking on *Bilateral trade (HS6) sorted by potential trade* at the bottom of Table 14, Table 15 is generated.

Table 15: Existing and indicative potential trade between Estonia and Finland in 2002, HS 6

Estonia's exports have been reported by Estonia
Finland's imports have been reported by Finland

Product code	Product label	Estonia's exports to Finland			Finland's imports from world				Estonia's exports to world				Indicative potential trade in US$ thousand
		Value 2002 in US$ thousand	Annual growth in value between 1998-2002, %	Share in Estonia's exports , %	Value 2002 in US$ thousand	Annual growth in value between 1998-2002, %	Quantity 2002	Quantity Unit	Value 2002 in US$ thousand	Annual growth in value between 1998-2002, %	Quantity 2002	Quantity Unit	
852520	Transmission apparatus,for radioteleph incorporatg reception apparatus	90,573	236	37	388,124	23	1,090	Tons	247,926	24	645	Tons	157,353
440320	Logs, poles, coniferous nes	8,800	-5	16	243,869	16	5,411,553	Tons	56,416	-8	1,422,135	Tons	47,616
940360	Furniture, wooden, nes	11,054	8	19	55,680	8	23,487	Tons	59,095	5	33,557	Tons	44,626
730890	Structures&parts of structures,i/s (ex prefab bldgs of headg no.9406)	13,639	47	17	55,492	11	28,841	Tons	81,951	9	56,900	Tons	41,853
870323	Automobiles w reciprocatg piston engine displacg > 1500 cc to 3000 cc	386	-44	1	800,054	-5	106,753	Tons	37,160	3	4,709	Tons	36,774
940600	Prefabricated buildings	3,211	72	6	29,189	65	14,081	Tons	49,696	16	60,909	Tons	25,978
440399	Logs, non-coniferous nes	19,078	-7	44	225,096	-4	6,260,693	Tons	43,804	-7	1,383,198	Tons	24,726
854441	Electric conductors,for a voltage not exceedg 80 V,fittd w connectors	4,825	0	18	34,536	-2	1,167	Tons	26,547	24	843	Tons	21,722
720449	Ferrous waste and scrap, iron or steel, nes	3,139	36	13	27,139	10	281,091	Tons	24,023	-14	260,019	Tons	20,884

Source: ITC calculations based on COMTRADE statistics

Next Import side Bilateral trade (HS2) sorted by potential trade Bilateral trade (HS4) sorted by potential trade Selection menu Bubble graph Help

According to Table 15 there is trade potential between Estonia and Finland in *Prefabricated buildings HS940600*. Current trade is US$ 3.211 million. Finland imported just over US$ 29 million from the world and those imports grew 65% p.a. indicating increasing demand. Estonia's exports to the world of just under US$ 50 million grew 16% p.a. indicating increasing supply. If Finland were to obtain its entire import supply from Estonia, the indicative trade potential would be US$ 26 million.

Trade potential is defined as the lower of the value a selected country exports to the world or the value the partner country imports from the world (in this case the lower is Finland's imports, $US 29 million), minus the current trade between the two countries under review (which is US$ 3 million). The trade potential is indicative only and serves as a departure point for further investigation.

By clicking on the value of Finland's imports from the world (column 6), all supplying markets of *Prefabricated buildings* to Finland are listed. Alternatively, by clicking on the product code in the first column, *940600*, the importing markets for *Prefabricated buildings* from Estonia are listed.

Explanatory Notes for Table 15

Product code: Product code for the product traded between the two countries under review.

Product label: Abbreviated product group description corresponding to an HS 6-digit position.

Selected country exports to partner country:

Value 2002, in US$ thousand: Export from the selected country to the selected partner, as reported by the selected country to the COMTRADE database or as reported by the selected partner country to the COMTRADE database if the selected country has not reported trade data.

Annual growth in value between 1998-2002, %: The trend of bilateral trade as a percentage. The trend is calculated using the least squares method. If the selected country did not report trade data in 2002, the trend calculation is based on partner statistics. No trend is calculated in cases where country or partner country data is not available for at least a four-year period.

Share in Estonia's exports, %: Share of the partner country in the exports of the target country for the selected product.

Partner country imports from world:

Value 2002, in US$ thousand: The value imported by the partner country from the world for the selected product group, as reported to the COMTRADE database or as calculated with mirror statistics.

Annual growth in value between 1998-2002, %: The growth of imports from the world by the partner country in the selected product. The trend is calculated using the least squares method. If the selected partner country did not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where partner country data is not available for at least a four-year period.

Quantity 2002: Quantity imported in 2002. Where mirror statistics are used, if partner countries use different units of quantity, no quantity will be shown.

Quantity unit: The unit in which quantities are reported.

Selected country exports to the world:

Value 2002, in US$ thousand: The value exported by the country to the world for the product group under review, as reported to the COMTRADE database or as calculated with mirror statistics.

Annual growth in value between 1998-2002, %: The growth of exports to the world for the selected country. The trend is calculated by the least squares method. If the country under review did not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where country data is not available for at least a four-year period.

Quantity 2002: Quantity exported in 2002. Where mirror statistics are used, if partner countries use different units of quantity, no quantity will be shown.

Quantity unit: The unit in which quantities are reported.

Indicative Trade potential: The potential trade between the two selected countries as calculated in 2002. Trade potential is defined as the lower value of the amount a market exports (imports) to the world and the amount the partner country imports (exports) from the world, minus the existing trade between the two countries under review. In other words, high potential means that the partner country's imports are significant and the country's exports are also significant, however the share of the country in the imports of the partner country is small.

What are the trade flows between my country and a specific regional or economic group?

C. TradeMap includes regional and economic country groups

On the TradeMap selection menu, if you enter the "Select a country" or "Select a partner country" options you will have the choice of either viewing individual countries or numerous country groups. For each group, a list of countries included is provided, as well as indications as to whether those countries report trade data to COMTRADE or not. In cases where some countries in a regional group do not report to COMTRADE, their trade statistics are estimated, as in the individual country case, by the use of mirror statistics (estimating exports based on partners' imports and vice versa).

List of country and economic groups

Region Code	Region Name	Region Code	Region Name
G07	Africa	G27	Economic Cooperation Organization (ECO)
G32	African Growth and Opportunity Act (AGOA)	G25	Europe
G29	African, Caribbean and Pacific Group of States (ACP Group)	G26	European Union (EU)
G31	America	G41	G7
G19	Andean Community	G21	Greater China
G20	Asia	G38	Gulf Cooperation Council (GCC)
G39	Asia-Pacific Economic Cooperation (APEC)	G15	Latin America and the Carribean
G24	Association of South-East Asian Nations (ASEAN)	G16	Latin American Integration Association (LAIA)
G13	Bangkok agreement	G05	Least Developed Countries (LDCs)
G40	Black Sea Economic Cooperation Zone (BSEC)	G10	Maghreb
G37	Caribbean Community (CARICOM)	G22	Middle East
G17	Central American Common Market (CACM)	G14	North American Free Trade Agreement (NAFTA)
G23	Central Asian Republics	G28	Oceania
G03	Central and Eastern Europe (CEE)	G04	Organisation for Economic Co-operation and Development (OECD)
G12	Common Market for Eastern & Southern Africa (COMESA)	G30	Organization of Petroleum Exporting Countries (OPEC)
G34	Common Market of the South (MERCOSUR)	G06	Organization of the Islamic Conference (OIC)
G33	Commonwealth of Independent States (CIS)	G18	South Asian Association for Regional Cooperation (SAARC)
G09	Customs and Economic Union of Central Africa (UDEAC)	G11	Southern African Customs Union (SACU)
G01	Developed Market Economies	G35	Southern African Development Community (SADC)
G02	Developing Market Economies	G36	West African Economic and Monetary Union (WAEMU)
G08	Economic Community of West African States (ECOWAS)		

1. Trousers exports from Egypt to the EU

The government of Egypt might be interested in analysing in which products there is a potential for increased trade between itself and the European Union as a whole. By first selecting Egypt from the country menu and then the European Union from the partner country menu, then sorting the resulting table by clicking *Bilateral trade (HS6) sorted by potential trade*, Table 16 is generated.

Table 16: Existing and indicative potential trade between Egypt and European Union (EU) in 2002

Egypt's exports have been reported by partners countries
Please click on European Union (EU) to see the list of reporting countries in the region

Product code	Product label	Egypt's exports to European Union (EU)			European Union (EU)'s imports from world				Egypt's exports to world				Indicative potential trade in US$ thousand
		Value 2002 in US$ thousand	Annual growth in value between 1998-2002, %	Share in Egypt's exports, %	Value 2002 in US$ thousand	Annual growth in value between 1998-2002, %	Quantity 2002	Quantity Unit	Value 2002 in US$ thousand	Annual growth in value between 1998-2002, %	Quantity 2002	Quantity Unit	
520100	Cotton, not carded or combed	50,181	-7	27	769,557	-13	0	No quantity	186,893	1	92,313	Tons	136,712
270799	Oils&oth products of the distillation of high temp coal tar etc nes	0		0	123,672	0	0	No quantity	122,218		491,158	Tons	122,218
620462	Womens/girls trousers and shorts, of cotton, not knitted	1,825	-20	2	3,796,936	16	0	No quantity	96,640	23	0	No quantity	94,815
620342	Mens/boys trousers and shorts, of cotton, not knitted	14,870	-2	17	4,758,270	1	0	No quantity	88,568	7	0	No quantity	73,698
080510	Oranges, fresh or dried	8,807	23	13	1,131,599	0	0	No quantity	65,607	7	203,495	Tons	56,800

Source: ITC calculations based on COMTRADE statistics

Next Import side Bilateral trade (HS2) sorted by potential trade Bilateral trade (HS4) sorted by potential trade Selection menu Bubble graph Help

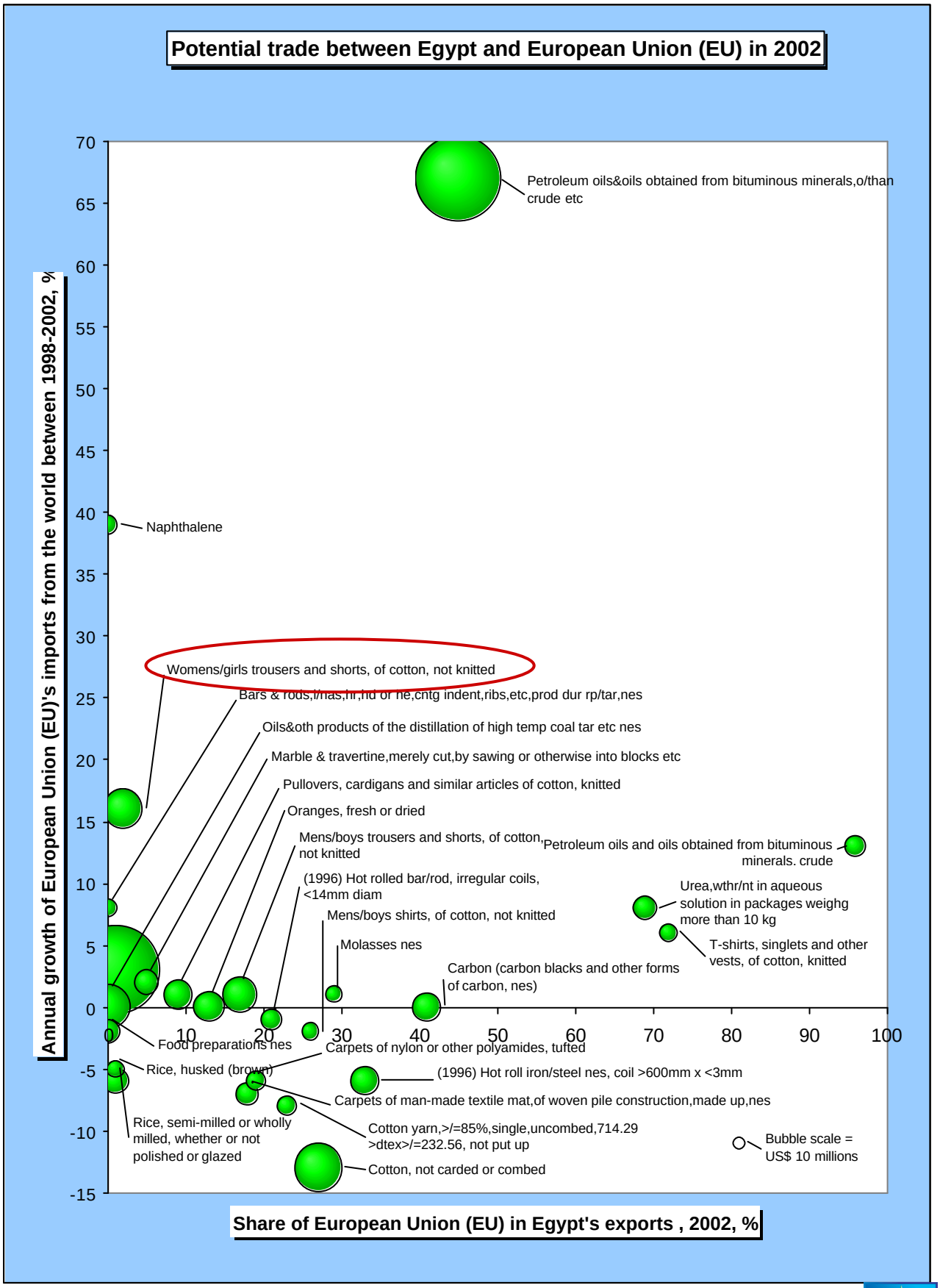
We see that *Womens/girls trousers and shorts, of cotton, not knitted* are experiencing growth both in the value of EU imports (16% p.a.) and in the value of Egypt's exports (23% p.a.). The trade between the two was also nearly US$ 2 million in 2002. However, trade between the two has declined over the 5-year period by 2% p.a. and the European Union only consumes 2% of Egypt's exports of these products. Given the growing demand in the European Union and supply from Egypt, this may be an area in which improved marketing or negotiations may help the government of Egypt capitalize on almost US$ 95 million in potential trade. Egyptian analysts should use the same caution applied by Estonians in the case of bilateral trade potential between Estonia and Finland—these data must be complemented with other types of data and analysis.

By clicking the value of the EU's imports from the world, we can see which individual countries supply the EU with those products. Likewise, by clicking on the value of exports

from Egypt to the world, we can see to which countries Egypt currently supplies those products.

Chart 4 presents the same information as Table 15. The **annual growth of the EU's imports from the world is plotted on the vertical axis** and the **share of the EU in Egypt's exports is plotted on the horizontal**, while the **size of the bubbles represents the size of the potential trade between the two**. Notice that, as in Table 15, Womens/girls trousers and shorts, of cotton is experiencing significant growth in both demand from the EU and the EU's share of Egypt's exports suggesting this may be a good area for the government to concentrate efforts to support its exporters of trousers.

Chart 4: Potential trade between Egypt and European Union (EU) in 2002



Note: The area of the circles correponds to the potential trade value between the two countries under review for the selected products.
Source: ITC calculations based on COMTRADE statistics.

IV. Summary

Whether from the public or business sector, actors in international trade must have the ability to analyze trade flows from both a product and country perspective. TradeMap provides this information in a user friendly and easily accessible format. Users have access to the world's largest trade database, COMTRADE, containing indicators on national export performance, international demand, alternative markets, and the role of competitors from both the product and country perspective. Users can quickly and easily:

- **Analyze present export markets.** Examine the performance and dynamics of a country's export markets for any product, Identifying the number and size of export markets and the concentration of exports and highlights countries where market share has increased.

- **View the competitors in the global market.** Competing countries, exporting the same product, are ranked in terms of value, with additional indicators on quantities, growth and market share, highlighting the position of a country in world exports, as well as the position of neighboring countries.

- **Pre-select priority markets.** View the world's major importing countries, with indicators illustrating the extent of import concentration in the world's markets and in which countries' demand has increased greatly over the period.

- **Find information on tariff and non-tariff barriers.** Based on the TRAINS database of UNCTAD, this function provides tariff-line information on countries' major instruments of trade control, such as ad-valorem and specific tariffs, MFN tariffs, tariff quotas, anti-dumping duties, prohibitions and norms at the most detailed level.

- **Assess competitors in specific export markets.** View a country's competitors in any leading target market, with information on the export performance of these competitors, showing the number of supplying countries and their performance in the market.

- **Identify new sources of supply.** Countries exporting a product both to the world and to a specific country are ranked against one another, allowing direct comparisons of current and potential sources of national supply.

- **Review opportunities for product diversification in a specific market.** Make a comparative assessment of import demand for related products in the market under review and identify whether similar products are imported by the country under review and if synergies are possible.

- **Assess national trade performance.** Make and overall evaluation of national trade performance and identify priority areas for investment and trade promotion at the sectoral and product level.

- **Identify existing and potential bilateral trade with any partner country.** Bilateral trade opportunities can be identified by comparing actual bilateral trade, demand in terms of the global imports of partner countries and the global export supply capacity of the home country.

TradeMap can be customized for trade support institutions (TSI TradeMap) via a special password-protected Internet site for subscribers, allowing multiple connections by larger user groups. Alternatively, individual partners can access the application directly on a subscription basis (ITC TradeMap). For further information please contact: trademap-usaid@intracen.org

Annex I: Foreign Trade Statistics as a Basis for Strategic Market Research
What Users Should Take into Consideration

Foreign trade statistics provide a differentiated picture of trade flows among countries. They are comprehensive in terms of product coverage (more than 5,300 products under the Harmonized System), geographical coverage (around 100 countries covering 90% of world trade) and time series (data under the Harmonized System are available for the last decade). Moreover, they are readily available at moderate costs. This makes them an attractive source for market research and the assessment of trade performance.

Against this background, ITC has developed a number of tools for international marketing and trade promotion based on trade statistics. *Country Map, TradeMap* and *Product Map* are all cases in point. All of these tools strive to present trade statistics in an analytical and user-friendly format. Notwithstanding the attractiveness of this comprehensive source of information, users should factor in the following weak points of foreign trade statistics:

- **Trade data are never complete**. Smuggling and non-reporting represent a serious problem in a number of countries. In addition, trade statistics, like any source of information, are not free of mistakes and omissions.
- **Most countries include imports for re-exports and re-exports in their trade statistics.** A low-income country may show up as an exporter of airplanes simply because its national airline has sold second-hand planes.
- **The export value refers to the total or contract value.** According to international conventions for reporting trade statistics, the export value refers to the total or contract value, which may of course, be very different from local value-added. For many processing activities the local value added remains below 20% of the export value.
- **Only merchandise trade is covered.** Detailed trade statistics are available only for merchandise trade and not for services, although the latter may account for a sizeable share of national exports.
- **Different products are categorized differently.** Even at the lowest level of disaggregation, product groups in the trade nomenclatures do not necessarily reflect trade names and often contain a wide range of different products. Moreover, the product nomenclature is sometimes misleading. The labels of aggregated product groups are often very general and provide at times only limited guidance on the leading items within the group of products concerned.
- **Exchange rate fluctuations are not always recorded.** Exchange rate fluctuations are not always properly recorded in international trade statistics. Values are normally aggregated over the period of one year in local currency and converted into US dollars.
- **Mirror statistics are sometimes used.** For countries that do not report trade data to the United Nations, ITC uses partner country data, an approach referred to as mirror statistics. Mirror statistics are a second-best solution being better than having no data at all and allow the coverage of the over 100 primarily low-income countries that do not report national trade statistics to COMTRADE. At the same time, they have a number of shortcomings when compared to the first-best solution of nationally reported data. First and foremost, they do not cover trade with other non-reporting countries. As a result, mirror statistics hardly cover South-South trade and would not be a suitable source for an assessment of intra-African trade. Second, there is the problem of transshipments, which may hide the actual source of supply. Third, mirror statistics invert the reporting standards by valuing exports in c.i.f. terms (i.e. including transport cost and insurance) and imports in f.o.b. terms (excluding these items).

In an effort to make some of these discrepancies more transparent, we have included the option of viewing Mirror statistics within TradeMap (See bottom of Table 17). Table 17 presents the data of those countries that import *Panty hose* from Slovenia as reported by Slovenian exports. While Table 18 presents the same data as reported by the imports of Slovenia's partner countries.

Table 17: List of importing markets for a product exported by Slovenia in 2002

Product : 611511 Panty hose&tights,of synthetic fibre yarns <67 dtex/single yarn knittd
Slovenia's exports represent 1% of world exports for this product, its ranking in world exports is 16

Importers	Exported value 2002 in US$ thousand	Share in Slovenia's exports, %	Exported quantity 2002	Quantity unit	Unit value (US$/unit)	Export trend in value between 1998-2002, %, p.a.	Export trend in quantity between 1998-2002, %, p.a.	Export growth in value between 2001-2002, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 1998-2002, %, p.a.
World	9,728	100	567	Tons	17,157	-19	-18	-4			-7
Switzerland	2,684	28	127	Tons	21,134	34	38	65	7	2	-6
Croatia	842	9	39	Tons	21,590	3	4	3	26	0	14
Austria	301	3	12	Tons	25,083	49	46	-77	10	2	-10
Yugoslavia	241	2	16	Tons	15,063			42	35	0	27
The former Yugoslav Rep. of Macedonia	187	2	9	Tons	20,778	-2	3	21	66	0	-8
Bosnia and Herzegovina	149	2	10	Tons	14,900	28	40	19	54	0	-3
Netherlands	82	1	3	Tons	27,333				17	1	-23
Italy	69	1	2	Tons	34,500	81	13	60	5	4	20
Portugal	64	1	2	Tons	32,000	-6	0	167	23	0	-14
Gambia	35	0	4	Tons	8,750				92	0	
Russian Federation	18	0	1	Tons	18,000			64	20	1	45
Poland	10	0	6	Tons	1,667	-12	-10	-9	14	1	-15

Source: ITC calculations based on COMTRADE statistics

Partner regions | Supplying markets | Importing markets (HS4) | Product clusters (HS6) exported by Slovenia | Product clusters (HS4) exported by Slovenia | World exporters | World importers | Mirror data | Selection menu | Bubble graph | Help

Table 18: List of importing markets for a product exported by Slovenia in 2002, Mirror Statistics

Product : 611511 Panty hose&tights,of synthetic fibre yarns <67 dtex/single yarn knittd
Figures are based on data reported to Comtrade by importing countries **(Mirror Statistics)**

Importers	Exported value 2002 in US$ thousand	Share in Slovenia's exports, %	Exported quantity 2002	Quantity unit	Unit value (US$/unit)	Export trend in value between 1998-2002, %, p.a.	Export trend in quantity between 1998-2002, %, p.a.	Export growth in value between 2001-2002, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 1998-2002, %, p.a.
Total	4,004	100									
Switzerland	2,600	65	127	Tons	20,472	39	47	95	7	2	-6
Croatia	844	21	40	Tons	21,100	6	8	7	26	0	14
Austria	323	8	13	Tons	24,846	19	16	-69	10	2	-10
Portugal	68	2	0	No quantity				55	23	0	-14
Italy	66	2	2	Tons	33,000	16	-3	61	5	4	20
Slovakia	26	1	5	Tons	5,200	30	23	44	30	0	-1
Russian Federation	24	1	1	Tons	24,000			0	20	1	45
France	19	0	0	No quantity		-26		-14	3	9	-8
Iceland	19	0	0	No quantity		-16		27	75	0	-16
Czech Republic	15	0	3	Tons	5,000	-40	-36	-25	22	0	-6

Source: ITC calculations based on COMTRADE statistics

Direct data | Selection menu | Help

Note that Yugoslavia, Macedonia, Bosnia and Herzegovina, and Gambia in Table 17 are not shown in Table 18. This is due to the fact that these countries do not report statistics to the COMTRADE database. However, the Netherlands and Poland are not shown in Table 18 and are reporting countries. Perhaps Slovenia re-exports to the Netherlands and Poland and counts it as exports to those countries, while the Netherlands and Poland may not consider Slovenia to be the country of origin and therefore do not include it in their imports.

Similarly, in Table 18 we see that Slovakia, France, Iceland and the Czech Republic report imports from Slovenia, whereas Slovenia does not report exports to these countries. Maybe these countries consider Slovenia to be the country of origin, but Slovenia does not export to them directly and therefore does not include them in its export statistics.

In view of the above shortcomings, foreign trade statistics should never be the sole source of insight, but need to be complemented by other sources and in particular cross-checked by product specialists and industry insiders. Overall, ITC's experience suggests that trade statistics represent a very useful source of information and a valid point of departure for strategic market research, if analyzed with a healthy mix of skepticism and pragmatism vis-à-vis their strengths and shortcomings.